

# CONTRACT



**KVVU TV**  
**25-TV 5 Drive**  
**Henderson, NV 89014**  
**(702)435-5555**

<u>Contract / Revision</u> 492465 /		<u>Alt Order #</u> 06306035
<u>Product</u> ROMNEY FOR PRESIDENT		
<u>Contract Dates</u> 09/07/12 - 09/10/12		<u>Estimate #</u> 361
<u>Advertiser</u> Romney for President, Inc		<u>Original Date / Revision</u> 09/06/12 / 09/06/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KVVU	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

**American Rambler Productions**  
**138 Conant Street**  
**Beverly, MA 01915**  
**USA**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KVVU	09/10/12	09/10/12	Fox 5 News AM M-F 6a-7a	M-F 6a-7a		:30			NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/10/12	09/16/12	2-----				2	\$450.00			
N 2	KVVU	09/07/12	09/07/12	Fox 5 News AM M-F 6a-7a	M-F 6a-7a		:30			NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/03/12	09/09/12	----2--				2	\$450.00			
N 3	KVVU	09/07/12	09/07/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/03/12	09/09/12	----2--				2	\$450.00			
N 4	KVVU	09/10/12	09/10/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/10/12	09/16/12	2-----				2	\$450.00			
N 5	KVVU	09/07/12	09/07/12	Anderson	3-4p		:30			NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/03/12	09/09/12	----2--				2	\$175.00			
N 6	KVVU	09/10/12	09/10/12	Anderson	3-4p		:30			NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/10/12	09/16/12	2-----				2	\$175.00			
N 7	KVVU	09/07/12	09/07/12	The Dr.Oz Show	4-5p		:30			NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/03/12	09/09/12	----2--				2	\$225.00			
N 8	KVVU	09/10/12	09/10/12	The Dr.Oz Show	4-5p		:30			NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/10/12	09/16/12	2-----				2	\$225.00			
N 9	KVVU	09/10/12	09/10/12	Fox 5 News at 5	5-530p		:30			NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/10/12	09/16/12	2-----				2	\$550.00			
N 10	KVVU	09/07/12	09/07/12	Fox 5 News at 5	5-530p		:30			NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/03/12	09/09/12	----2--				2	\$550.00			
N 11	KVVU	09/07/12	09/07/12	Fox 5 News at 5 MF 530-6p	M-F 530-6p		:30			NM	2	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



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<u>Advertiser</u> Romney for President, In		<u>Original Date / Revision</u> 09/06/12 / 09/06/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	----2--				2	\$625.00			
N 12	KVVU	09/10/12	09/10/12	Fox 5 News at 5 MF 530-6p	M-F 530-6p		:30			NM	2	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	2-----				2	\$625.00			
N 13	KVVU	09/07/12	09/07/12	Extra	M-F 7-730p		:30			NM	2	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	----2--				2	\$625.00			
N 14	KVVU	09/10/12	09/10/12	Extra	M-F 7-730p		:30			NM	2	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	2-----				2	\$625.00			
N 15	KVVU	09/07/12	09/07/12	TMZ	730-8p		:30			NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	----2--				2	\$850.00			
N 16	KVVU	09/10/12	09/10/12	TMZ	730-8p		:30			NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	2-----				2	\$850.00			
N 17	KVVU	09/10/12	09/10/12	Fox 5 News M-F 10p-11p	10p-11p		:30			NM	2	\$4,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	2-----				2	\$2,150.00			
N 18	KVVU	09/07/12	09/07/12	Fox 5 News M-F 10p-11p	10p-11p		:30			NM	2	\$4,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	----2--				2	\$2,150.00			
N 19	KVVU	09/10/12	09/10/12	Hell's Kitchen	Mon 8p-9p		:30			NM	2	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	2-----				2	\$2,800.00			
N 20	KVVU	09/08/12	09/08/12	NCAA Football Late Game	NCAA Football Lat		:30			NM	3	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----3-				3	\$1,250.00			
N 21	KVVU	09/08/12	09/08/12	FOX 5 News Sat 10-11p	10-11p Sat		:30			NM	2	\$1,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----2-				2	\$725.00			
N 22	KVVU	09/09/12	09/09/12	Fox News Sunday 8-9a	8-9a		:30			NM	2	\$640.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----2				2	\$320.00			
N 23	KVVU	09/09/12	09/09/12	Fox 5 News Su 10p-1045p	Su 10p-1045p		:30			NM	2	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----2				2	\$1,250.00			
Totals											47	\$38,340.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/10/12	47	\$38,340.00	\$32,589.00
<b>Totals</b>	<b>47</b>	<b>\$38,340.00</b>	<b>\$32,589.00</b>

**Signature: \_\_\_\_\_ Date: \_\_\_\_\_**

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REP HEADLINE# 6306035  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 610-293-4100 FAX# 610-225-1191  
CREDIT ADVISORY: AGENCY CREDIT RISK !!  
ORDER WORKSHEET HARRIS REPORT FROM REP  
SEP6/12 11.11  
\*\*\* KVVU-TV \*\*\*

ADV # \_\_\_\_\_ ADV. NAME POLI/M ROMNEY/R/PRE/US REP. # \_\_\_\_\_ OFF. # 762 SALESMAN # \_\_\_\_\_  
AGY # \_\_\_\_\_ AGY. NAME AMERICAN RAMBLER PRODUCTIONS BUYER NAME STEPHANIE KINCAID

138 CONANT STREET SALES PRSN PH- TERESA DIFURIA  
BEVERLY, MA 01915

ORDER # 492465 CONTRACT # 6306035 CLASS: NATL. LOCAL REGIONAL

PRDCT ROMNEY FOR PRESIDENT EST#361 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES SEP7/12 SEP10/12 WK-1

CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE SEP6/12 11.11

REP: TO ROSE  
FR NIKKI  
NEW ROMNEY ORDER  
TOTAL \$38340  
PLS CNF THANKS

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
1			600A-700A	30		\$450.00	9/10	9/10	2		MON	2
PROGRAM : NEWS												
2			600A-700A	30		\$450.00	9/7	9/7	2		FRI	2
PROGRAM : NEWS												
3			700A-900A	30		\$450.00	9/7	9/7	2		FRI	2
PROGRAM : NEWS												

AGENCY ADVERTISER CODE =  
AGENCY PRODUCT CODE =  
AGENCY EST# = 361

SEP6/12 11.11  
\*\*\* KVVU-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
4			700A-900A	30		\$450.00	9/10	9/10	2		MON	2
PROGRAM : NEWS												
5			300P-400P	30		\$175.00	9/7	9/7	2		FRI	2
PROGRAM : ANDERSON COOPER												
6			300P-400P	30		\$175.00	9/10	9/10	2		MON	2
PROGRAM : ANDERSON COOPER												
7			400P-500P	30		\$225.00	9/7	9/7	2		FRI	2
PROGRAM : DR OZ												
8			400P-500P	30		\$225.00	9/10	9/10	2		MON	2
PROGRAM : DR OZ												
9			500P-530P	30		\$550.00	9/10	9/10	2		MON	2
PROGRAM : NEWS												
10			500P-530P	30		\$550.00	9/7	9/7	2		FRI	2
PROGRAM : NEWS												
11			530P-600P	30		\$625.00	9/7	9/7	2		FRI	2
PROGRAM : NEWS												
12			530P-600P	30		\$625.00	9/10	9/10	2		MON	2
PROGRAM : NEWS												
13			700P-730P	30		\$625.00	9/7	9/7	2		FRI	2
PROGRAM : EXTRA												
14			700P-730P	30		\$625.00	9/10	9/10	2		MON	2
PROGRAM : EXTRA												
15			730P-800P	30		\$850.00	9/7	9/7	2		FRI	2
PROGRAM : TMZ												

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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
16			730P-800P	30		\$850.00	9/10	9/10	2		MON	2
PROGRAM : TMZ												
17			1000P-1100P	30		\$2,150.00	9/10	9/10	2		MON	2
PROGRAM : NEWS												
18			1000P-1100P	30		\$2,150.00	9/7	9/7	2		FRI	2
PROGRAM : NEWS												
19			800P-900P	30		\$2,800.00	9/10	9/10	2		MON	2
PROGRAM : HELLS KITCHEN												
20			100P-800P	30		\$1,250.00	9/8	9/8	3		SAT	3
PROGRAM : COLLEGE FOOTBALL												
21			1000P-1100P	30		\$725.00	9/8	9/8	2		SAT	2
PROGRAM : NEWS												
22			800A-900A	30		\$320.00	9/9	9/9	2		SUN	2
PROGRAM : NEWS												
23			1000P-1045P	30		\$1,250.00	9/9	9/9	2		SUN	2
PROGRAM : NEWS												
SEP/12 38340.00												
CONTRACT TOTAL												38340.00
TOTAL SPOTS												47

MARKET TOTALS \$182,571 KVVU 21% KSNV 20% KLAS 25% KTNV 26% KVMY 6% KVCW 2% CABL 0% KTUD 0%

SVC- NSI  
 DEMOS- RA35+\*